## Recovery Month 2014 "Facade" :20 TV PSA

**Location:** Studio against a white seamless wall

Look & Feel: Stylized, people shot in medium portraits, low angles and close-up

portraits

**Actors:** Five people of varied demographics **Music**: Upbeat, steady and a simple melody

(:06)

Video: CLOSE PORTRAITS. Those with masks removed smile confidently, serenely,

joyfully.

Audio: NARRATOR VO: By facing our problems, recovery begins...

and we are empowered to speak our truth.

(:04)

Video: MEDIUM WIDE SHOT. We glimpse inside each mask reflecting their specific challenge as text: Bi-polar Disorder. Prescription Drug Misuse.

Audio: NARRATOR VO: Join the voices for recovery. Speak up. Reach out.

(:07)

Video: WIDE SHOT, SLOW TRACK ALONG GROUP: The five people, all with their masks off (but keeping them in hand), comfortably smiling, supportively gesturing with each other, positive and gentle interactions. FADE UP: Phone Graphic. "For confidential information call 1-800-662-HELP."

Audio: Tag VO: For information on mental and substance use disorders including prevention and treatment referral, call 1-800-662-HELP.

(:03)

Video: FADE UP: Logo Graphic.

Audio: Brought to you by the U.S. Department of Health & Human Services.

FADE OUT.
MUSIC OUT.